Addendum to FSC-142-B	10/30/97
SUBJECT: First Quarter 1998 Workplan	

DISTRIBUTION:

X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep

Objective: Communicate updates to the First Quarter 1998 Workplan following our 1998 Planning Meeting and Sales Area ROM Conference Calls.

Purpose: Respond to Field Sales recommendations to improve workplan effectiveness.

Following are updates to the First Quarter 1998 Workplan. Requested automated templates for CTS pack and CTS carton promotions will be available for second quarter promotion execution. Please replace the following pages in FSC-142-B.

Replacement Page	Key Updates
1	• Workplan summary updated to show March WINSTON B2G1F.
3	• More details provided on CAMEL CTS B4G1F Sleeve Kits and Display Kits.
5	• WINSTON January 70¢ off 2-pack promotion to contain a pop-off sticker for use where necessary at retail. • Promotion objectives of WINSTON March B2G1F provided.
12	• Special floor display/POS kit available for March DORAL CTS outlet pack promotion.
14	• CAMEL Menthol B2G1F for chains crossing regional boundaries to be worked the first week of March/June. Promotions for accounts within region boundaries should be worked opportunistically given Newport's promotional activity. • Same WINSTON changes as noted on Page 5 for WINSTON 70¢ off 2-pack promotion.
15	• Based upon Field requests, product UPC codes for the DORAL $1.00 off 2-pack promotion will now be the same for pack outlet, CTS pack and supermarket promotions. • DORAL $1/2 packs January offer recommended VAP payment has been revised to be consistent with other VAP payments. • No VAP transfers required for DORAL $1/2 packs supermarket pack promotion.
17	• Based upon Field requests, product UPC codes for the DORAL B2G1F will now be the same for pack outlets and CTS pack. • Footnotes revised to more clearly define DORAL February promotions.

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Replacement Page	Key Updates
18	• DORAL CTS 5-pack sleeve promotion information updated.
	• WINSTON B2G Poster promotion changed to WINSTON B2G1F promotion (details to be provided at a later date). WAM accounts will participate in this promotion.
19	• DORAL and WINSTON first quarter DPC first delivery date to direct accounts revised to 1/2/98.
Attachment A	• Change from WINSTON B2G Poster to WINSTON March B2G1F. VAP delivery date to retail week of 3/16.
	• Notes CAMEL Menthol B2G1F updates.
Attachment B	• First DPC delivery dates to direct accounts revised to 1/2/98.
Attachment C	• DORAL January promotions first delivery date to direct accounts revised to 1/2/98.
	• DORAL March CTS 5-pack sleeve ship to retail date is 3/2/98.

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CAMEL

- First Half CAMEL Menthol B2G1F

  - Generate competitive full-price trial on CAMEL Menthol styles (Filter Box and Lights Menthol Box).
  - Can be worked any time within the first or second quarter.
  - Promotion will be worked in all regions.
  - Recommend allocating Menthol SKUs where CAMEL Base, Newport and Marlboro Menthol are strong.
  - B2G1F product will be presleeved in Winston-Salem. Each carton will contain three B2G1F offers plus one live pack.
  - Retail Packing Explanation Sheet will be in each display.
  - Allows direct accounts to ship to B2G1F directly to retail accounts without additional packing.
  - Provide name generation opportunity with insert between BSGSF product.
  - Place in Pack Partners Outlets, concentrating on convenience/gas.
  - 21 offers per SKU (4 cartons Lights Menthol Box, 3 cartons Menthol Filter Box).

- First Quarter Deeper Promotion Coverage (DPC) - CAMEL

  - To be worked in all regions.
  - Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
  - May be worked throughout the quarter.

- Buy 4 Get 1 Free - CTS Promotion

  - DTS - 2/2/98
  - Franchise protection and experiment with pack promotion in CTS to evaluate trend increase in pack sales in CTS.
  - Traditional sleeve design kit and floor base display/POS support kit.
    - ➡ Sleeve kit and display kit are packed separately.
      - Sleeve kit (Item #537311) must be shipped to direct accounts to pack.
      - Display/POS kit (Item #537254) can be shipped to direct accounts or directly to retail outlets.
  - Live product and gratis product to be placed together at direct account.
  - VAP ship date to retail accounts is week of February 2, 1998.

- March - Pricing/Equity Event

  - DTS - 3/2/98
  - Utilized to enhance discounting activity during Plan B period.
  - POS will be theme specific and add equity to CAMEL.
  - POS item numbers will be communicated for ROU to order to accounts.

- O-Zone Opportunistic Pin-up Calendars

  - DTS - 1/5/97
  - Bulk packed 40 per SKU
  - Non-traditional promotion skewed to Red Kamel.
  - Specific to O-Zone geography and participating stores (RJR Partners).

- O-Zone - Opportunistic T-Shirts

  - DTS - 2/2/98
  - Build excitement and advertising awareness on Red Kamel.
  - Bulk packed shirts four different versions - only one version per SKU. Packed 40 per SKU.
  - Non-traditional promotion skewed to Red Kamel.
  - Specific to O-Zone geography and participating stores (RJR Partners).

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WINSTON

WINSTON 1998 Objectives

- Accelerate WINSTON's repositioning momentum by re-engaging competitive smokers.

1) Optimize WINSTON's positioning at retail.
2) Maximize permanent and temporary display placement for WINSTON.
3) Optimize competitive trial opportunities.
4) Enhance WINSTON inventory levels.
5) Maximize communication at all levels.
6) Tie in WINSTON's No Bull positioning with NASCAR/WINSTON Cup - the nation's fastest growing sport. (No Bull 5 Sweepstakes information will be communicated in detail at a later date.)

First Quarter Promotion Objectives/Strategies

- January B2G 70¢ Off

  - Generate competitive full-price trial on WINSTON, Full Flavor KS Box (50%), Light KS Box (50%).
  - Place in Pack Partner Outlets, concentrating on C-Gas.
  - 70¢ off 2 packs is the offer, but the packaging is WINSTON Cup NASCAR and designed to deliver WINSTON's No Bull Five Promotion/Sweepstakes.
  - This is an off-invoice promotion. Direct accounts will be invoiced list price minus $3.50 per carton/$105 per 6M case.
  - Each 2-pack sleeve will have a perforated B2G 70¢ off removable piece on the side of the sleeve for retail accounts to utilize for tracking purposes if needed.
  - WINSTON No Bull Five
    - ➧ Link the popularity of WINSTON Cup to the brand's positioning and the brand itself.
    - ➧ Create and maintain news on WINSTON with a reason to maintain incremental in-store presence materials.
    - ➧ Million dollar giveaway for five No Bull races. The first race is the Daytona 500, February 15, 1998.
    - ➧ Presence materials for the No Bull Five are currently being developed by the brand. They are not to displace any WINSTON presence materials. Only to be placed where it adds to our store brand presence.
  - VAP ship date to retail accounts is week of January 5, 1998.

- March B2G1F

  - Generate competitive full-price trial on WINSTON, Lt KS Box (50%), Full Flavor Box (25%), Ultra Lt Box (25%).
  - Place in pack partner outlets, concentrating on C-gas.
  - B2G1F is the offer, but the packaging is WINSTON Cup NASCAR and designed to deliver WINSTON's No Bull 5 promotion/sweepstakes.

- First Quarter DPC - Full Flavor KS Box and Lights KS Box Styles Only

  - Will be available in 20-pack display only.
  - Deliver positioning, provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
  - May be worked throughout the quarter.

- January Cigarette/Tobacco Store Carton Onsert and Materials

  - Communicate the No Bull Five Promotion via carton onserts to use in conjunction with price gap funds. Onserts do not have preprinted denominations. Includes the No Bull 5 positioning.
  - CTS presence materials will consist of two DBRCs and an A-frame tent card.

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DORAL (continued)

- February - CTS Outlet Carton Promotion - All Regions

  Buy 1 carton get 5 packs free with name generation insert.

  - Promotion targeted for Retail Partners.
  - Designed to attract franchise DORAL smokers, allowing the concurrent B2G1F pack promotion to be available for competitive trial.
  - Generate franchise names for DORAL & Co.
  - Promotion sleeve is identical to the January $7.50 off special 15 pack carton promotion.
  - Gratis packs for promotion will arrive at direct accounts in plain white cartons.
  - Direct account should load 1 live carton of DORAL and corresponding 5 free packs into 15 pack sleeve.
  - 20 offers per shipper SKU (30 total cartons).
  - All gratis product will have complimentary tear tape.
  - VAP ship date to retail accounts is week of February 16, 1998.

- March - CTS Outlet Pack Promotion

  Pre-packed 5-pack sleeve (½ carton) with name generation insert.

  - Promotion targeted for Retail Partners.
  - Designed to offer an alternative to carton purchasers that become interested in trading down to pack purchasers due to potentially higher retail prices in 1998.
  - Incents consumer to purchase 5 packs versus 2-3 packs.
  - Generate names for DORAL & Co.
  - No special offer included with 5 pack sleeves. The normal ceiling strategy pricing activity should also be applied to each 5 pack sleeve (examples below).
  - 5 pack sleeves will arrive at direct accounts in plain white cartons, 2 sleeves per carton.
  - Direct account should ship designated quantity of sleeves to targeted CTS outlets.
  - Special floor display/POS Kit available.

  - Promotion execution at retail - 5 pack sleeve

    Proper pricing communication is critical to the success of this promotion.

    Option #1

    - When selling promotion to retailer, number 1 objective is to achieve the best selling price for the 5 pack sleeve (Option #1). Retailers that insist on using their normal pack price times 5 packs to arrive at 5 pack sleeve selling price should not be sold this promotion.

    - 5-pack sleeve priced equal to ½ of the retailer carton price, minus any ceiling strategy discount in place at the time.

Carton Price (non-promoted)	$14.90
Ceiling Strategy Buydown	$2.00 ctn./20¢ per pack

      $14.90 Carton price ÷ 2 = $7.45 - discount ($1.00) = $6.45 5 pack sleeve price

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January Workplan Logistics (DTS 1/5/98 - 1/30/98)

	①②③ WINSTON 70¢ Off 2 Packs (Pack Outlets)	WINSTON CTS Carton Onsert	④ CAMEL Menthol Jan-June B2G1F	CAMEL Calendar (O-Zone)
1. Selling/Execution Detail				
Promotion Details	70¢ off 2 packs special offer tear tape product to be inserted into promotional sleeves.	Carton onsert communicating "WINSTON No Bull 5 sweepstakes to be applied at retail.	CAMEL Menthol Jan-June B2G1F Buy 2 Packs Get 1 Free "Pre-Sleeved Product."	O-Zone opportunistic pin-up calendars bulk packed (40 per SKU), targeted to O-Zone geography.
Display Size/Load	20	200	21	40 bulk packed
Offer/Materials - Item #	Display/POS Kit #536285	POS Kit #536873 Onsert #536891	Display/POS Kit #536924	Bulk Packed # TBD
Includes	Counter Display Preassembled, POS Card, 20 Sleeves	Carton Onsert and Supporting POS	Counter Display Preassembled Large Paster	N/A
SKU Packing	20	100	21	1
Recommended Displays	in SKU	8-Case Display #527951 or Retaller Promotional Shelving	in SKU	N/A
Off Invoice (Net Pricing)	Yes	N/A	N/A	N/A
2. ROU Detail				
Promotion #	800008	800023	800024	TBD
Allocations Available	10/13	10/13	10/13	12/1
Model Available	10/13	N/A	N/A	N/A
Allocation Adjustments to Model	10/13 - 10/31	N/A	N/A	N/A
Templates Available	11/3	N/A	N/A	N/A
Value-Added Transfer Deadline	11/3 - 11/7	N/A	1/16/98	N/A
First Order Date	11/10	11/17	12/15	12/1
First Delivery Date to Direct Accounts	12/1	N/A	1/5/97	N/A
Reporting Dates	1/5 - 2/27	1/5 - 2/27	1/5 - 7/31	1/5 - 2/27
Placement Reporting	WIN JAN .70/2 PK	WIN CTS ONSERT	CAM MTH B2G1F	CAM JAN CALENDAR
Promotional Packaging UPC	12300-24685	N/A	12300-23860	N/A
Product UPC	Filter Box - 24876 Lt Box - 22772	N/A	Menthol Box-24958 Menthol Lt Box-24959	N/A

① WAM accounts will participate in this promotion. 7-11 will participate in this promotion at 1 SKU per store.

② Each WINSTON pack will have "Special Offer" tear tape. Each carton will contain ten "Special Offer" packs. Each 6M case contains 300 packs. Direct accounts should place 2 packs in each sleeve (20 2-pack offers per display) and ship to retail. Recommended VAP payment to direct accounts is $28/12M case to load, display and ship. This equates to $14 per 6M promotional case. **All WINSTON product must be ordered and shipped to direct accounts by December 15, 1997.**

③ This is an off-invoice promotion. Direct accounts will be invoiced list price minus $3.50 per carton/$105 per 6M case. Each 2-pack sleeve will have a perforated B2G 70¢ off removable piece on the side of the sleeve for retail accounts to utilize for tracking purposes if needed.

④ CAMEL Menthol B2G1F for chains crossing regional boundaries to be worked the first week of March/June. Promotions for accounts within region boundaries should be worked opportunistically given Newport's promotional activity.

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January Workplan Logistics (DTS 1/5/98 - 1/30/98)

	① DORAL $1.00 Off 2 Packs (Pack Outlets)	① DORAL $1.00 Off 2 Packs (CTS Pack)	① DORAL $1.00 Off 2 Packs (Supermarkets)	② DORAL $7.50 Off 15 Packs (CTS Carton)
1. Selling/Execution Detail				
Promotion Details	DORAL $1/2 Packs Pre-Sleeved (50¢. off tear tape on each pack). Offer includes DORAL & Co. name generation.	DORAL $1/2 Packs Pre-Sleeved (50¢, off tear tape on each pack). Offer includes DORAL & Co. name generation.	DORAL $1/2 Packs Pre-Sleeved (50¢ off tear tape on each pack). Offer includes DORAL & Co. name generation	DORAL "$7.50 off special 15-pack carton" (50¢ off tear tape on each pack). Offer includes DORAL & Co. name generation
Display Size/Load	20	60 (3 SKUs per CTS outlet)	40 (2 SKUs per committed supermarket)	80
Offer/Materials - Item #	Display/POS Kit #535481	Display/POS Kit #535625	24" PMC #535652 POS Card #535655	CTS 15-Pack Carton Kit #535805 CTS POS Kit #535811
Includes	Counter Display Preassembled, POS Card and Wobbler	Counter Display Preassembled, POS Card and Wobbler	24" PMC POS Card	Carton Kit includes 10-15 pack special cartons POS Kit contains 2 Header Cards, 2 Side Cards, Paster
SKU Packing	1	1	1	10/SKU-Ctn Kit 1/SKU-POS
Recommended Displays	in SKU	in SKU	RJR Promotional Pack Platform	8-Case Display #527951 or Retailer Promotional Shelving
Off Invoice (Net Pricing)	Yes	Yes	Yes	Yes
2. ROU Detail				
Promotion #	800004	800005	800006	800007
Allocations Available	10/13	10/13	10/13	10/13
Model Available	10/13	N/A	N/A	N/A
Allocation Adjustments to Model	10/13 - 11/7	N/A	N/A	N/A
Templates Available	11/10	N/A	N/A	N/A
Value-Added Transfer Deadline	11/10 - 11/14	11/10-11/14	N/A	11/10 - 11/14
First Order Date	11/17	11/17	11/17	11/17
First Delivery Date to Direct Accounts	1/2/98	1/2/98	1/2/98	1/2/98
Reporting Dates	1/5 - 2/27	1/5 - 2/27	1/5 - 2/27	1/5 - 2/27
Placement Reporting	DOR JAN $1/2PKS	DOR JAN CTS PACK	DOR JAN SMKT PK	DOR JAN CTS CTN
Promotional Packaging UPC	12300-24695	12300-24695	12300-24695	12300-24696
Product UPC	Lts 85-24698 Lts 100-24750 Lts Mthl 100-24752 FF 100-24751 Ult Lts 100-24753 Lts Box 100-24757 FF Box 100-24756 Lts Box 83-24755 FF Box 83-24754	Lts 85-24698 Lts 100-24750 Lts Mthl 100-24752 FF 100-24751 Ult Lts 100-24753 Lts Box 100-24757 FF Box 100-24756 Lts Box 83-24755 FF Box 83-24754	Lts 85-24698 Lts 100-24750 Lts Mthl 100-24752 FF 100-24751 Ult Lts 100-24753 Lts Box 100-24757 FF Box 100-24756 Lts Box 83-24755 FF Box 83-24754	Lts 85-24864 Lts 100-24865 FF 100-24866 Lts Mthl 85-24867 Lts Mthl 100-24868 FF 85-24869 Ult Lts 100-24870 Mthl 100-24871 FF Box 83-24872 Lts Box 83-24873 FF Box 100-24874 Lts Box 100-24875

① DORAL $1/2 packs will be pre-sleeved in Winston-Salem. Each DORAL pack will have "50¢ off" tear tape. Each carton will contain five pre-sleeved 2-pack offers. Each 6M case contains 150 offers. Direct accounts should place four pre-sleeved cartons in each counter display and ship to retail. Recommended VAP payment to direct accounts is $4.90 per 6M promotional case to load display and ship. The $4.90 payment insures that we are equitable with other first quarter VAP payments. (No display/shipper for supermarkets - direct accounts only tax stamp product if applicable and ship to retail.)

② DORAL "$7.50 off 15 packs" will be in "live" cartons. Cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have "50¢ off" tear tape. Each 6M case will contain 20 15-pack offers. Direct accounts should place one specially marked carton into the promotional 15-pack carton. They should also place five additional specially marked (50¢ off tear tape) in 15-pack carton to complete the offer.

IMPORTANT: **DORAL product must be ordered by December 15 and scheduled for delivery to direct accounts the week of January 5 for assembly and shipment to retail week of January 19, 1998.**

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February Workplan Logistics (DTS 2/2/98 - 2/27/98)

	① DORAL B1G1F (Pack Outlets)	②③ DORAL B2G1F (Pack Outlets)	③ DORAL B2G1F (CTS Pack)	④ DORAL B1CG5F (CTS Carton)
1. Selling/Execution Detail				
Promotion Details	DORAL B1G1F "pre-sleeved" product offer includes DORAL & Co. name generation (7 regions).	DORAL B2G1F "pre-sleeved" product. Offer includes DORAL & Co. name generation (13 regions).	DORAL B2G1F "pre-sleeved" product. Offer includes DORAL & Co. name generation.	DORAL Buy 1 Carton Get 5 Packs Free. Offer includes DORAL & Co. name generation.
Display Size/Load	20	21	105 (5 SKUs 21 each)	160
Offer/Materials - Item #	Display/POS Kit #536645	Display/POS Kit #536510	Display/POS Kit #536744	CTS 15-Carton Kit #536813 CTS POS Kit\ #536822
Includes	Counter display preassembled, large paster	Counter display preassembled, POS Card	Counter Display preassembled, POS Card	Carton Kit contains 20 15-pack cartons POS Kit contains 2 Header Cards, 2 Side Cards, Paster
SKU Packing	1	1	1	20/SKU-Carton Kit 1/SKU-POS Kit
Recommended Displays	in SKU	in SKU	in SKU	#527951 CTS 8-Case Display or Retailer Promotional Shelving
2. ROU Detail				
Promotion #	800018	800017	800019	800021
Allocations Available	10/13	10/13	10/13	10/13
Model Available	11/3	11/3	N/A	N/A
Allocation Adjustments to Model	11/3 - 12/5	11/3 - 12/5	N/A	N/A
Templates Available	12/8	12/8	N/A	N/A
Value-Added Transfer Deadline	12/12	12/12	12/12	12/12
First Order Date	12/15	12/15	12/15	12/15
First Delivery Date to Direct Accounts	1/5/98	1/5/98	1/5/98	1/5/98
Reporting Dates	2/2 - 4/3	2/2 - 4/3	2/2 - 4/3	2/2 - 4/3
Placement Reporting	DOR FEB B1G1F	DOR FEB B2G1F	DOR FEB CTSB2G1F	DOR FEB CTS CTN
Promotional Packaging UPC	12300-23797	12300-23850	12300-23850	12300-23852
Product UPC	Lts 85-24960 Lts 100-24961 FF 100-24962 Lts Mthl 100-24963 Ult Lts 100-24964 Mthl 100-24965 FF Box-24966 Lts Box-24967 FF Box 100-24968 Lts Box 100-24969 Mthl Box-24970	Lts 85-24971 Lts 100-24972 FF 100-24973 Lts Mthl 100-24974 Ult Lts 100-24975	Lts 85-24971 Lts 100-24972 FF 100-24973 Lts Mthl 100-24974 Ult Lts 100-24975 FF Box-24976 Lts Box-24977 FF Box 100-24978 Lts Box 100-24979	Lts 85-21861 Lts 100-24987 FF 100-24988 Lts Mthl-24989 Lts Mthl 100-24990 FF 85-21859 Ult Lts 100-24991 FF Box-21773 Lts Box-21774 FF Box 100-24992 Lts Box 100-24993 Mthl Box-24994

① DORAL B1G1F Regions: 1100, 1200, 1600, 5100, 5400, 5600, 6200, 6700.
DORAL B1G1F will be pre-sleeved in Winston-Salem. Each carton will contain five B1G1F offers. Each 6M case contains 150 offers. Direct account should place four pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payments to direct accounts is same as B2G1F ($4.90 per 6M promotional case).

② DORAL B2G1F Regions: 1300, 1700, 1800, 2100, 2200, 2300, 2600, 2900, 5800, 6200, 6300, 6600, 6900.

③ DORAL B2G1F will be pre-sleeved in Winston-Salem. Each carton will contain three B2G1F offers plus one live pack. Each 6M case contains 90 offers per case plus 30 live packs. Direct accounts should place seven pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payments to direct accounts is $14 per live 12M case to place cartons in preassembled display and ship. This equates to $4.90 per 6M promotional case.

④ DORAL February B1CG5F promotional sleeve is identical to January $7.50/15 pack sleeve. Gratis product will arrive at direct accounts in plain white cartons. Direct accounts to load one live carton and five gratis packs into 15-pack sleeve. (each SKU contains 20 carton sleeves.) Each 6M gratis case contains 60 five-pack offers. All gratis product will have complimentary tear tape.

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March Workplan Logistics (DTS 3/2/98 - 4/3/98)

	WINSTON/ CAMEL Price Event	① WINSTON B2G1F	② DORAL Cigarette/Tobacco Store 5-Pack Sleeve	DORAL Supermarket Pack Price Event	DORAL Supermarket Carton Price Event
1. Selling/Execution Detail					
Promotion Details	CAMEL - CAMEL Event POS Kit to support quarter end pricing. WINSTON - Utilize existing pricing POS.	TBD	DORAL brand-specific 5-pack sleeves (1/2 carton) with DORAL & Co. name generation. Normal ceiling strategy pricing applies.	DORAL pack buydown in supermarkets. To be determined by prevailing discount values within trading area but not to exceed maximum ceiling strategy discount values (active trigger, i.e., GPC, Basic or Marlboro not required).	DORAL carton buydown in supermarkets. To be determined by prevailing discount values within trading area but not to exceed maximum ceiling strategy discount values (active trigger, i.e., GPC, Basic or Marlboro not required).
Display Size/Load	N/A	20	240	N/A	N/A
Offer/Materials - Item #	CAMEL Event POS # TBD	TBD	CTS 5-Pack POS Kit #537362	DORAL 2-Pk Discount Cards #533450 DORAL Pack Pricer #523784	DORAL Carton Pricer #533300
Includes	2 Large Pasters, 1 Large Starburst, 1 Small Starburst, 1 Dump Bin Riser Card, 1 APD/System III Signage, 1 Sell/Instruction Sheet	TBD	Large 5-Pack Replica with Hangers and 1 Paster	100 Cards and 2 Tent Cards 1/SKU Pricing POS	1/SKU Pricing POS
SKU Packing	1	20	1/SKU	100 (Discount Cards) 1 SKU (POS)	1 SKU
Recommended Displays	N/A	in SKU	Special Promotional Floor Display (Details TBD)	RJR Promotional Pack Platform	Temporary Floor Display (if not available, it is critical to ensure highly visible price communication whether self-service or non-self-service).
2. ROU Detail					
Promotion #	N/A	TBD	800027	N/A	N/A
Allocations Available	N/A	11/8	10/13	N/A	N/A
Model Available	N/A	12/12	N/A	N/A	N/A
Allocation Adjustments to Model	N/A	12/12 - 1/9	N/A	N/A	N/A
Templates Available	N/A	1/12	N/A	N/A	N/A
Value-Added Transfer Deadline	N/A	1/16	1/2	N/A	N/A
First Order Date	N/A	1/19	1/12/98	N/A	N/A
First Delivery Date to Direct Accounts	N/A	2/2	2/2/98	N/A	N/A
Reporting Dates	N/A	3/2 - 5/1	3/2 - 5/1	N/A	N/A
Placement Reporting	Use appropriate WINSTON/CAMEL Buydown Codes	WIN MAR B2G1F	DOR MAR CTS 5 PK	DOR 2 PK CD '98 and appropriate DORAL Buydown Code	Use appropriate DORAL Buydown Code
Promotional Packaging UPC	N/A	12300-70373	12300-24697	12300-23855	N/A
Product UPC	N/A	TBD	Lts 85-24995 Lts 100-24996 FF 100-24997 Lts Mthl-24998 Lts Mthl 100-25050 Ult Lt 100-25051 FF Box-25053 Lts Box-25054 FF Box 100-25055 Lts Box 100-25056	N/A	N/A

① WAM accounts will participate in this promotion.

② DORAL 5-pack (1/2 carton) promotion will be pre-sleeved (brand specific) in Winston-Salem. Product will arrive at direct accounts in plain white cartons (two 5-pack sleeves per carton). Each 6M case will contain 60 5-pack offers. Direct accounts to ship designated quantity of sleeves to targeted CTS outlets. Normal ceiling strategy pricing should also be applied to each 5-pack sleeve.

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Source: https://www.industrydocuments.ucsf.edu/docs/qpnn0000

January - March Workplan Logistics (DTS 1/5/98 - 4/3/98)

	①② WINSTON Jan-Mar 30¢ Off 1 Pack DPC	① CAMEL Jan-March 30¢ Off 1 Pack DPC	① DORAL Jan-Mar 30¢ Off 1 Pack DPC	① SALEM Jan-Mar 30¢ Off 1 Pack DPC
1. Selling/Execution Detail				
Promotion Details	Provide VPR discounting	Provide product with 30¢ offer printed on tear tape or VPR discounting	Provide product with 30¢ offer printed on tear tape and name generation or VPR discounting	Provide VPR discounting
Display Size/Load	20	40	40	40
Offer/Materials - Item #	Display #536414 VPRs #536411	Display #537320 VPRs #530555	③ Display #536390 VPRs #522473	Display #537422 VPRs #531242
Includes	1 Counter Display preassembled 1 sheet of 20 30¢/pack VPRs	1 Counter Display preassembled 1 sheet of 40 30¢/pack VPRs	1 Counter Display preassembled 1 sheet of 40 30¢/pack VPRs	1 Counter Display preassembled 1 sheet of 40 30¢/pack VPRs
SKU Packing	1	1	1	1
Recommended Displays	in SKU	in SKU	in SKU	in SKU
2. ROU Detail				
Promotion #	Reg DPC #800015	Tear Tape #800029 Reg DPC #800028 (S. California-#800030)	Tear Tape #800013 Reg DPC #800012 (S. California #800014)	Reg DPC #800032
Allocations Available	10/13	10/13	10/13	10/13
Model Available	N/A	N/A	N/A	N/A
Allocation Adjustments to Model	N/A	N/A	N/A	N/A
Templates Available	N/A	N/A	N/A	N/A
Value-Added Transfer Deadline	N/A	N/A	N/A	N/A
First Order Date	11/17	12/15	11/17	12/15
First Delivery Date to Direct Accounts	1/2/98	1/2/98	1/2/98	1/2/98
Reporting Dates	1/5 - 5/1	1/5 - 5/1	1/5 - 5/1	1/5 - 5/1
Placement Reporting	WIN Q1 DPC.30VPR WIN Q1 DPC DPLY (Record # displays placed)	CAM Q1 DPC.30VPR CAM Q1 DPC DPLY (Record # displays placed)	DOR Q1 DPC.30VPR DOR Q1 DPC DPLY (Record # displays placed)	SAL Q1 DPC.30VPR SAL Q1 DPC DPLY (Record # displays placed)
Promotional Packaging UPC	N/A	N/A	N/A	N/A
Product UPC	N/A	Filter Box-23655 Lts Box-23657 (S. California Filter box-23671 Lts Box-23673)	Lts 85-24881 Lts 100-24882 FF 100-24883 Lts Mthl 100-24884 FF 85-24885 Ult Lts 100-24886 Mthl 100-24887 FF Box 83-24888 Lts Box-24889 FF Box 100-24890 Lts Box 100-24891	N/A

① Order VPRs separately.
② Net pricing is only available for WINTON Box and WINSTON Light Box. Recommended styles whether net pricing or VPR are WINSTON Box and WINSTON Light Box only.
③ St. Louis - Order #522482 Display.

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